

ABSTRACT

Currently, the development of technology and the internet is growing rapidly, especially in Indonesia. The rapid growth of technological developments caused everything to be done easily by the community. Thus, fostering a sense of demanding that everything be fast, practical, and efficient in the soul of the Indonesian people. The increasing use of the internet shows that the use of social media is also increasing.

This study aims to identify and describe the promotion mix strategy carried out by PT. Mojadi is an Indonesian application (Mojadiapp) on his Instagram social media. The research method used in this study is a quantitative research method using descriptive analysis data analysis techniques. The population of this research is the Instagram followers of PT. Mojadi Application Indonesia (@mojadiapp) with a sampling technique using a purposive sampling technique because the samples taken were not random and there were certain criteria. The data collection technique used in this study was a survey method conducted online via google form.

The results of this study indicate that all sub-variables of the promotion mix consisting of advertising, public relations, sales promotion, and direct marketing get a percentage score that is included in the good category. Advertising got a percentage score of 89.6%, public relations got a percentage score of 89.24%, sales promotion got a percentage score of 89.04%, and direct marketing got a percentage score of 91.52%.

Key words: Promotion Mix, Social Media, Instagram, Mojadiapp