

ABSTRACT

Social media has become a major marketing tool in today's business world. Marketing with social media is not always related to buying and selling directly. In this marketing, it can be done by marketing content in the form of posts on the web, images or videos. Content that is marketed through social media is related to the product to be sold. In addition to marketing content, this modern marketing technique is also used to market the brand in general to the public as a whole. By introducing them and giving a good impression, people's trust will increase and can increase sales promotion conversions. PT Refika Aditama has a marketing target that always increases every year. This increase was driven by the obligation of students, especially students, to obtain accurate references from their teachers or lecturers. Undeniably, this accurate reference can be obtained directly from the publisher. Indirectly, this reference search can be done on the spot or by visiting the seller.

In this study the authors used applied research methods with a qualitative approach. The usefulness of this applied research method is to be able to do something much better, effective and efficient. The results of this study only describe the observation, documentation and design of social media Instagram as a promotional medium for the subject of this research is the consumer of PT Refika Aditama and as the object of research is PT Refika Aditama.

This study shows that Instagram social media, which is used as a promotional medium by the company, has a significant influence as long as it is managed properly by someone who is devoted to managing it. In addition to this, the posted content has a good influence in terms of increasing the interest of Instagram visitors who want to get the latest information, this is seen from the Instagram insights conducted by researchers.