

## ABSTRACT

Social media is the most influential and important virtual space for any human needs. Where it is not only used for social networking, but also for presenting the brands and products in an effective and digitally ways. Instagram is the right platform to advertise the content with attractive visual. Such as image and illustration content are suitable element for promotional in social media platform. One account that uses Instagram as a promotional medium is @Beautebox\_id. @Beautebox\_id is an account that sells various kind of beauty products using Instagram as their promotional medium. The purpose of this study is to recognize the ability of Instagram's features in order to increase Instagram engagement based on promotional elements in Beautebox Instagram account. This study is using descriptive qualitative method, where the information collected through interviews, documentation, and social media literature studies @beautebox\_id. According to the results of the study, it describes the function of Instagram features that can be related to the promotional element stages.

***Keywords: Social Media, Instagram, Beautebox***