

ABSTRACT

Currently, the presence of technology will continue to develop and have a huge impact on society. The presence of technology will help in finding information, communicating, and helping with other things that are also very important. One form of technology that is currently developing is social media such as Instagram. Instagram is a media that can be used as a promotional tool for a company to market products or services. Instagram can be used as a marketing communication medium. Marketing communication is very important to provide information related to products or services to improve marketing. The aim of this research is to analyze the application of the SOSTAC method to Instagram social media promotion at the Lingian Hotel & Convention Telkom University. Data was collected using the triangulation method, namely interviews, observation, and documentation from Lingian Hotel and competing companies. The research method used is qualitative research with a descriptive approach. By using descriptive research, it is necessary to analyze the object of research in detail. The results of research conducted by researchers are that the application of the SOSTAC method for implementing Instagram social media promotions at @lingianhotelconvention is very much needed and can increase Instagram insight and also increase sales.

Keywords: Technology, Internet, Social Media, Instagram, SOSTAC Method, Marketing Communications