

ABSTRACT

The presence of social media in the middle of people's lives refers to companies adapting to the digital world. A restaurant company in Bandung that uses Instagram as a promotional media is Kedai Asmara. Kedai Asmara should be able to optimise the use of Instagram in order to compete in the midst of many competitors. This study aims to analyse the use of the Instagram reels feature used as a marketing communication tool for Kedai Asmara. Conducted using descriptive qualitative methods and data collection through interviews, observation, and documentation. This research uses the theoretical basis of Regina Luttrell's (2019) communication strategy concept known as SoMe, namely (1) share by sharing information content; (2) optimise content messages; (3) manage content production management; and (4) engage engage the public. The result of this research is that Kedai Asmara packages content that attracts customers' attention by maximising the Instagram reels feature to disseminate uploads and also strives to optimise the message of the content and manage Kedai Asmara's content along with building interactions with the audience. The conclusion of this research is that Kedai Asmara has been optimal in digitalising marketing communication activities through Instagram, but needs to continue to innovate in content design by adjusting to the rapid development of the online media industry.

Keywords: *Social Media, Instagram, Marketing, Strategy.*