

## ABSTRACT

*@prelovedbyhopi was founded in August 2021, @prelovedbyhopi is one of the UMKM in the city of Bandung. Initially, @prelovedbyhopi was engaged in selling second-hand bags under "Preloved By Hopi" name. As a business who is engaged in selling second-hand bags and making handmade beads accessories, @prelovedbyhopi must pay attention to the quality of the products and services that are provided to customers.*

*Instagram post contents provide information about specifications of products, prices, types and materials offered. In order to increase customer's interest in visiting Instagram pages and making purchases, Instagram post contents must be made as attractive as possible. Based on the description above, the researcher is interested in conducting research on "Marketing Strategy On Instagram @prelovedbyhopi Bandung "*

*The purpose of this study is to find out @prelovedbyhopi's social media activities carried out via Instagram in order to attract customers, data collection techniques in qualitative research can be carried out in various settings, sources, and ways. Questionnaires were given to @prelovedbyhopi's customers or potential customers through social media. The sampling procedure used in this study is probability sampling. In this study using a measurement scale, namely the Likert scale.*

*Keywords: Instagram, marketing strategy, social media activity*