

## **ABSTRACT**

*Bandung is one of the major cities in Indonesia with a very creative town. Bandung is a city famous for its apparel industry with a unique models and very trend following. Now it's the development of the fashion industry in Bandung evolving so rapidly, due to the rapid development of the industry of clothing then it should be done the promotions in order not to lose the competition proved with many factory outlets and distros that are mushrooming in the city of Bandung, so the Mood.ltd. should enhance promotional activities so that it can compete with other brands.*

*The purpose of this research is to know the application of social media promotions used by Mood.ltd on Instagram. This type of research is the kind of research that uses methods of qualitative descriptive study approach method. The author uses the method of deep to the internal Mood ltd and consumers.*

*Promotion review strategies used by Mood.ltd that are useful to measure how effective the promotional terms are applied to create interaction with consumers in social media account used by Instagram Instagram Mood.ltd by way of providing product information clearly and answers all the questions related to the products, in addition the Mood.ltd has the concept of natural became one of the interest of the consumer to make a purchase of Mood.ltd it self. In addition the Mood.ltd always provide a fast respond against consumers and provide an explanation and a solution to consumers who have a problem when want to make a purchase of product Mood.ltd.*

**Key word : Promotion Mix, Social Media**