

ABSTRACT

in modern era today, economic growth is ongoing, especially in the city of Bandung. One of them is wedding omg event asia bandung, by utilizing the digital world that has started to advance, each company uses a strategy in social media to achieve the purpose of each company, one of the forms of Social Media Marketing used is to use one of the social media applications, namely Instagram. And creating a form of marketing from mouth to mouth makes social media widely utilized and used by many corporate institutions to improve the quality of service to consumers, this research aims to know how much promotion influences through Instagram in improving the quality of service on Wedding OMG Event Asia services. His research method uses quantitative methods with a type of descriptive research using simple linear regression. Data collection techniques using questionnaires, observations, and library studies. The population in this study was consumers who had used wedding services with a sample of 100 respondents. The method used in this study is descriptive research analysis with quantitative data type. The sampling method is by nonprobability sampling with purposive sampling technique which is to distribute questionnaires online to 100 respondents

Based on the results of processing descriptive analysis data about Social Media Marketing variables (X) generated an average percentage for Social Media Marketing variables of 76.52%

Keywords : Social Media Marketing, Instagram Social Media, Brand Awareness