

ABSTRACT

In the business world, online promotion through platforms such as Instagram is very much needed because of its ease of use, time and cost efficiency, and the ability to reach a wide audience. This thesis is entitled " Use Of Instagram Social Media As An Online Promotional Medium For SALASA Products ". Instagram is considered to have great potential in supporting the promotion of fashion products, especially women's clothing, because most of its users are women who have a high interest in lifestyle and fashion. One example of its use can be seen on the Instagram account @salasalooks, owned by the Salasa, which has more than 7 thousand followers.

This study uses a qualitative descriptive approach to explain how Instagram is used as an online promotional medium. Data sources in this study include primary data obtained through observation and interviews, as well as secondary data from documents related to the use of Instagram as a promotional tool. The results of the study indicate that the use of Instagram as a promotional medium by Salasa has provided benefits that are in accordance with the marketing needs of the product.

Keywords: *Instagram, Social Media, Promotion.*