

ABSTRACT

Name : Michaela Agnes

NIM : 31160069

Culinary business is one type of business that has no end with promising benefits and much in demand. Many people competing to make some food and drink with creative ideas, unique flavor so that it can be popular among the people. As time goes by, more and more new culinary business popping up so that have more competitors. Therefore, we really needed make a good marketing strategy so consumers are interested with a product. One of the strategy that can be used is promotion. Promotion can be done with various way, like using social media. In the modern era like now, dependence on technology and social media is very high, especially millennials. One of the social media that can be used for promotion is Instagram. This resource was intended to know effectivity of instagram as a promotion media, to attract interst millenialls and find out the benefit by using instagram as a promotion. This resource used descriptive evaluatif. The population in this resource is the instagram user. The sample of this resource is followers of Lamian Palace Restaurant at Central Park Mall. Data collection technique used are interview and questionnaire. In conclusion, the result of this resource is instagram is an effective promotion media. This is proven from the average result of respondent who answer agree and strongly agree with question about instagram as a promotion media and also was supported from supervisor's Lamian Palace answers.

Keyword: Effectivty, Instagram, Promotion, Culinary