

ABSTRACT

Name : Verensya Wijaya

NIM : 31160063

Nowaday promotional media that are of interest right now are through social media. Kv_kaos.id uses Instagram as a promotional media to expand the sales network. The aim is to find out how Kv_kaos.id Startup in promoting its products through Instagram to attract consumers' interest and know the effectiveness of Kv_kaos.id's start up promotion through Instagram can attract buying interest. The research method used in this study is a mixed method, which is a combination of quantitative and qualitative research. The population in this study is a follower of Kaos.id's Instagram account. Sample technique used accidental sampling. Sample size is 100 respondent. The results of this study are based on the results of interviews about marketing strategies by businesses that promote via Instagram the same as Kv_kaos.id obtained information that some businesses use promotions through Instagram social media. The use of Instagram as a promotional media is said to be effective with a variety of reasons including 1) the target consumer is the millennial generation who most often use Instagram; 2) Generally businesses are promoted on Instagram; 3) Business people can make interesting posts on Instagram; 4) Costs incurred for cheap promotions; 5) Ease of use Instagram as a promotional media. This result is also supported by a questionnaire about the effectiveness of promotions through Instagram which has been distributed to Instagram followers Kv_kaos.id, based on filling in by respondents obtained information that the mode of the data is very frequent, which means that Instagram is effective for use as a promotional medium for business.

Keyword: efektivitas, expose media, promosi, instagram, start up bisnis, millenials.