

ABSTRACT

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Title : *Analysis Utilization of Account Instagram @kotatuajakarta.id as a Media of Promotion*

Tourism is a medium to support economy sector in creative economy, accommodation, food and beverage and hospitality industry. Indonesia is a very diverse country, rich in cultural heritage, history, culture and people. One of the national heritage of the capital city in Jakarta is Kota Tua as known as Oud Batavia. It has become one of the touristical destination in Jakarta with many attractions and sight seeing. One of the popular media and effective in promotional is Instagram. Social media such as Instagram can be a media to promote history, culture and tourist destination to increase awareness, social responsibility historical heritage. Instagram has features that are useful as a promotional media, namely homepage, comment, explore, profile, news feed, which also has other features such as hashtag, caption, and geotag. From these features then successfully used as a promotional media. So that the Old Town area in Jakarta can be increasingly known as a tourist destination city in Indonesia.

Keywords: Promotion, Instagram, Tourist, Tourist Destinations.