

ABSTRACT

The number of social media users in Indonesia encourages entrepreneurs and non-business people to try to open an online business located on Instagram, promotions in the old way are also being abandoned. This study aims to describe the purpose of promotion through Instagram social media at Five Star Resort (a case study at The Westin Resort Nusa Dua).

This study uses the theory of marketing and promotion goals, using qualitative descriptive. 2 Informants are part of The Westin Resort's marketing communication team and 1 Informant is the Indonesian Digital Services Sector. The data collection technique in this study is structured interviews

The results of the study indicate that the purpose of promotion carried out through Instagram is to provide information, influence, persuade, and remind. While the benefits of promotion through Instagram for The Westin Resort Nusa Dua are in the form of feedback, involvement, influencers, brand awareness.

Keywords: *Social Media, Promotion, Instagram*