***ABSTRACT***

*This study entitled* ***The Use of Social Media Instagram As a Media Promotion****. In this study, researchers focused on some of the factors that need to be met by owner of online shop @Barbiezhaa in the selection and utilization of sosial media Instagram.*

*This study aims to find out what kind of factors needs of online shop owner @Barbiezhaa at Cianjur who choose to use social media Instagram as a media promotion to meet the needs in business, as well as to find out what is needed by users of social media Instagram in meeting their needs in online shoping.*

*The method used in this research is qualitative research method with qualitative descriptive approach, and the research used Theory Uses and Gratification because this research emphasizes to how a someone, in here is online shop owner @Barbiezhaa chooses media to meet the needs as a supporting business.*

*The result of thid research is that the owner @Barbiezhaa chooses to utilize sosial media Instagram as its promotional media because it is based on several needs factors, that is cognitive needs, affective needs, persoal integration needs, and the need to release tension. Instagram to be one of the social media that is suitable for online business at this time, because the target market targeted active in this social media.*

*Recommendations to be submitted by researchers to business owners, especially to online shop owner @Barbiezhaa that is to better understand the needs of the market, a creative and innovative business is also wise in choosing and utilizing the media for promotional means.*