# *ABSTRACT*

 ***Social media is an online medium that allows users to communicate and share information with other social media users. Types of social media is quite diverse, such as Instagram. Through Instagram social media, users can share photos or videos with other users without being limited by space and time. This is a special attraction for business people, because social media Instagram offers attractive features and has a mass (users) a lot.***

 ***This study aims to determine the utilization of social media Instagram done by Cats and Ice Cream Cafe, as well as to know how the opinion of social media users on utilization made by Cats and Ice Cream Cafe.*** ***Determination of the subject of this study using purposive sampling technique with 12 informants, namely 1 expert informant (Founder of Cats and Ice Cream Cafe), 10 informants social media users (Social media users who follow Instagram Cats and Ice Cream Cafe account and have also come to Cats and Ice Cream Cafe), and 1 informant academician (Lecturer of Information and Communication Technology).***

 ***The results of this research is the use of social media Instagram done by Cats and Ice Cream Cafe has many advantages.*** ***These advantages include the increasing number of followers owned by Instagram Cats and Ice Cream Cafe account.*** ***The increasing number of followers is also influential on the number of visitors who come to Cats and Ice Cream Cafe.*** ***In addition, social media Instagram can also be a media eWOM (Word of Mouth online), which is a free promotion conducted by the followers voluntarily.***

 ***The selection and creation of content to upload to social media Instagram is appealing to other social media users. But the regular schedule of posts should still be more noticed anymore. We recommend posting one content consistently in one day, because sometimes Cats and Ice Cream Cafe does not post any content within a few days.***

***Keywords: social media, Instagram***