# **ABSTRACT**

**The Tittle of this research is "Promotion Strategy On Clothing Vearst Jeans Through Social Madia Instagram (Qualitative Descriptive Study About Promotion Strategies Through Social Media Instagram On Clothing Vearst Jeans Bandung)".**

**This study aims to find out how the strategy promotion of clothing vearst jeans through social media instagram in increasing consumer interest. This research used Marketing Mix Theory (Marketing Mix Theory), so the purpose of this research is to know the product (Product), Price (Price), Place, Promotion done by Clothing Vears jeans Bandung.**

**The approach of this research is descriptive qualitative method. The number of informants are 10 (ten) informants consisting of 1 (one) main informant is Owner Clothing Vearst Jeans, 9 (nine) additional informant is clothing veasrt jeans consumer who follow social media of instagram vearst jeans (student of bandung). Data collection conducted by field research and library research. Data analysis techniques are used data reduction, display data (data presentation) and conlusion drawing / verification.**

**The result of promotion strategy through social media instagram who have done by clothing vearst jeans in present the instagram content was very interesting to consumer and also effective.**

 **The product that presented by Clothing Vearts Jeans already meet the needs of consumers with quality products that according with the price set in clothing veasrt jeans. The place of clothing vearst jeans is not strategic foe awhile, but the promotion through social media instagram has been successful by presenting consistent instagram content an so uptodate with the segment of clothing market vearst jeans that is young users of social media instagram and the consumers also said that the promotion of clothing vearst jeans is very interisting and uptodate.**