***Abstract***

*Media Social is one of the technology development that has a big to make communication and socialization easier for human life. The features they give to us is getting interesting day by day, a lot of people download it. One of the most popular one is Instagram. There are many people used the media social to promote a product or a service, this promotion at the media social that will build the image of the product or service or what we call it Brand Image. Hilton Hotel Bandung is one of the company that use media social and they develop it to put many kind of promotions, many kind of picture also they put Instagram,*

*The main thing that the researcher wants to focus is about: 1) How brand identity, brand personality and brand association from Hilton Bandung brand can be identify from Hilton Bandung instagram? 2) How brand attitude and behavior can be identify from Hilton Bandung instagram? 3)How brand benefit and competence can be be identify from Hilton Bandung instagram?*

*Theory that used for this research is the brand image theory from* ***Kotler and Keller****, researcher going deeper with the dimension of the brand image theory that came from both of them. This dimension contain of brand identitu, brand personality, brand association, brand attitude and behavior, also brand benefit and competence. Researcher makes a research from the five above dimension and found it at the Hilton Bandung Instagram.*

*Conclusion from this research is from the five dimension of brand image, Hilton Bandung already done it in a very good way, it shows at the posts of Hilton Bandung Instagram. Brand identity, already show at the name of the account, address and name at the opening of Hilton Bandung Instagram. Brand personality, it can be seen at the one of the good character that already compile, like proud, nice, sincere and generous, it can be seen at the Hilton Bandung Instagram. Brand association, it can be seen that Hilton Bandung have a unique offer to the guest, a very good promotions, luxurious food that can be define with the large amount of food and with a good taste. Brand attitude and behavior, it can be seen from the attitude and behavior of Hilton Bandung not only care to the in house guest, but also to the staff and environments. Brand benefit and competence, it can be seen from the every excellence things that Hilton Bandung have that show at the instagram is same with what it posted and the experience of the guest.*

*Suggestion on this research is Hilton Bandung can increase their post, especially on the logo that they will put it, beside that by increasing the post of the activities of the staff and environment activities so that the public will know about it. Last, Hilton Bandung can increase the post for the facilities, so Hilton Bandung can be known as a five star hotel and it can make guest to come and stay at Hilton Bandung.*