

ABSTRACT

Bandung kunafe is a business engaged in the culinary field that sells various kinds of cakes made from Japanese cheese cake. Bandung Kunafe also sells various UMKM products throughout West Java. Bandung Kunafe can be an option to buy souvenirs when visiting the city of Bandung. In this study, the researchers focused on the factors that became obstacles in the effectiveness of the use of social media Instagram as a means of product promotion.

This study aims to determine how effective the use of Instagram social media is as a means of product promotion and the efforts that can be made to overcome the factors that become obstacles in the use of Instagram social media as a means of promotion.

The method used in this research is a qualitative research method with the aim of explanatory research through a case study approach by collecting some facts in the form of words. The informants in this study were housewives, entrepreneurs, students, high school students and private employees. Data collection techniques were carried out by conducting observations, interviews and documentation. The data analysis technique was carried out by coding process, with stages consisting of data reduction, data presentation, and drawing conclusions. Testing the validity of the data using triangulation.

The results of this study are the use of social media Instagram as a means of product promotion carried out by Bandung Kunafe has been effective. Judging from the number of followers who like video/reels content or promo content that Bandung Kunafe shares on their Instagram, this certainly brings significant traffic, which can be seen from the number of followers on their Instagram account which has reached 111 thousand and the number of people who know about Bandung Kunafe's Instagram account. The thing that becomes an inhibiting factor in the effectiveness of Instagram social media as a means of product promotion is that not all Bandung Kunafe consumers have social media, that too can be overcome by doing promotions offline.

The suggestion to be conveyed by researchers for Bandung Kunafe is that Bandung Kunafe should increase the number of human resources for social media specialists so that they can focus more on managing their social media, Bandung Kunafe should also add facilities for the needs of creating promotional content on social media.

Keywords: Effectiveness of media, promotion, Instagram