

## ABSTRAK

Media sosial memberikan perubahan signifikan pada dunia promosi dan periklanan yang mengakibatkan munculnya tren bisnis online. Terlebih pandemi Covid-19 yang melanda Indonesia memaksa para pelaku usaha online untuk lebih kreatif dalam menarik pembeli. Her Goods Store merupakan salah satu merek lokal yang menjual produk *fashion daily* perempuan melalui media sosial Instagram. Her Goods Store mulai berjualan sejak tahun 2015 akhir dan tetap menggunakan media sosial Instagram sebagai alat promosi utamanya. Tujuan penelitian ini adalah untuk mengetahui bagaimana pemanfaatan media sosial Instagram @hergoodsstore sebagai media promosi dalam meningkatkan penjualan di era pandemi serta mengetahui faktor penghambat dan pendukung pemanfaatan Instagram @hergoodsstore sebagai media promosi dalam meningkatkan penjualan di era pandemi. Jenis penelitian yang dilakukan adalah kualitatif dengan metode pengumpulan data melalui wawancara, observasi dan dokumentasi. Hasil yang di dapat menunjukkan bahwa Her Goods Store melaksanakan pemanfaatan Instagram sebagai media promosi dengan menggunakan berbagai fitur yang ada seperti, foto, *Caption*, *Story*, lokasi, Bio, *Website*, *Highlight*, IG Shop, IG Reels, IG TV dan IG Ads. Sedangkan kegiatan *promotion mix* yang dilakukan meliputi *Advertising*, *Sales Promotion*, *Personal Selling*, *Direct Marketing* dan *Public Relation and Publicity*. Kegiatan yang dilakukan terbukti efektif dalam menarik minat target pasarnya sehingga penjualan dapat meningkat dan stabil setiap bulannya.

**Kata Kunci:** Fitur Instagram, *Promotion Mix*, Media Sosial, Pandemi Covid-19

## **ABSTRACT**

Social media has brought significant changes to the world of promotion and advertising which has resulted in the emergence of online business trends. Moreover, the Covid-19 pandemic that hit Indonesia forced online business actors to be more creative in attracting buyers. Her Goods Store is a local brand that sells women's daily fashion products through Instagram social media. Her Goods Store started selling in late 2015 and continue to use Instagram as its main promotional tool. The purpose of this study was to find out how to use Instagram @hergoodsstore social media as a promotional media in increasing sales in the pandemic era and to find out the inhibiting and supporting factors for using Instagram @hergoodsstore as a promotional medium in increasing sales in the pandemic era. This type of research is qualitative with data collection methods through interviews, observation, and documentation. The results obtained from this show that Her Goods Store uses Instagram as a promotional media by using various existing features such as photos, captions, stories, locations, Bio, Website, Highlights, IG Shop, IG Reels, IG TV, and IG Ads. Meanwhile, the promotional mix activities carried out include Advertising, Sales Promotion, Personal Selling, Direct Marketing, and Public Relations and Publicity. The activities carried out have proven effective in attracting the interest of the target market so that sales can increase and are stable every month.

***Keywords: Instagram Features, Promotion Mix, Social Media, Covid-19 Pandemic Era***