ABSTRACT

ANALYSIS OF THE EFFECTIVENESS OF INSTAGRAM ADVERTISING AS A PROMOTIONAL MEDIUM FOR WARUNG MONA IN MAKASSAR

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This study aims to analyze the effectiveness of Instagram advertising as a promotional medium for Warung Mona *in Makassar. The background of this research is based on the fact that even though the* Warung Mona *has had an Instagram account since 2019, the promotions carried out are not optimal, and the audience reach is still limited, resulting in a lack of brand awareness in the midst of fierce competition in the culinary business.*

The research method used is a case study with a qualitative descriptive approach, where the researcher applies a promotional strategy using an electronic flyer or often abbreviated as an e-flyer. The e-flyers are advertised through the Instagram Ads service, and the ad performance data is then analyzed using Instagram's insights feature to measure the impact on viewership, engagement, and audience growth.

The results of the study show that the implementation of paid advertising on Instagram is very effective. There was a significant increase in reach analysis (more than 3,600 accounts) and impression analysis (more than 8,100 times), as well as ad virality analysis successfully triggered relevant interactions and concrete actions from the audience, as evidenced by 288 profile visits, 293 link clicks, and 42 saved posts. The most active demographic and time data also show that ads are successfully targeting the right audience, namely Makassar residents aged 25-44 years, especially on Thursday and Friday afternoons. Based on these results, it can be concluded that the use of the Instagram advertising feature has succeeded in overcoming the previously ineffective promotion problem of Warung Mona. This strategy has proven to increase visibility, drive interaction, and build a relevant audience base, making it a digital promotional tool that has great potential to be further developed.

Keywords: *Promotion Effectiveness, Reach Analysis, Engagement Analysis, Virality Analysis.*

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