

ABSTRACT

This final research report is titled “Optimizing the Use of Instagram as a Promotional Medium for Kito Hot Bread MSMEs.” This research was conducted at Kito Hot Bread MSMEs, located at Jl. Brigjen Hasan Kasim, Celentang, Palembang. The background of this research is based on the fact that digital promotion results have not been maximized, even though Instagram has been used as the main promotional medium. The objective of this study is to determine how to optimize the use of Instagram as a promotional tool for the Kito Hot Bread SME. This study employs a descriptive qualitative approach using observation, interviews, and documentation methods. The data analysis technique used is qualitative descriptive analysis, which involves data collection, data reduction, data presentation, and drawing conclusions. The results of the study indicate that optimization is achieved through various steps, such as converting the account to a business account, updating the bio, improving visual quality, using relevant captions and hashtags, and utilizing story highlights. Additionally, the author recommends the use of Instagram Ads as a follow-up strategy. The conclusion of this study is that the strategic use of Instagram features can enhance the effectiveness of promotions and brand visibility, as well as open up market expansion opportunities for SMEs in the digital era.

Keywords: Optimization, Social Media, Instagram.