

ABSTRACT

THE ROLE OF SOCIAL MEDIA INSTAGRAM IN PROMOTING LOCAL BUSINESSES (Case Study on Lookingbest Tasikmalaya)

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This research aims to determine and analyze the role of social media in promoting local brands through Instagram content. The research method used is a descriptive qualitative method, which is carried out by collecting data through in-depth interviews, presenting data with the results of the interview process, and drawing overall conclusions. The results of this research state that social media plays a role in promoting local businesses through Instagram content.

Keywords: *Social Media, Promotion, Local Brand*