# ABSTRACT

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Instagram Café Bong KopiTown Promotion In Interesting Visitors Year 2017

Thesis Year 2017: 163 pages + 29 images + 4 tables

Library List: 19 Books + 5 Journals

This research is to see online promotion strategy by café "BongKopiTown" in attracting visitors in Yogyakarta year 2016-2017. The purpose of this study is to see the response of visitors to the promotion of Bong KopiTown café in attracting visitors in Yogyakarta in 2016-2017dan know the supporting factors and inhibitors in attracting visitors. The theoretical framework used is the promotion of services strategy, promotion planning and promotion, promotion implementation and evaluation, and the use of promotion through online media.

The research method used is qualitative descriptive method. The location of this research is located at Bong KopiTown Yogyakarta Café located JL. Sagan No.4, Terban, Gondokusuman, Yogyakarta. The source of this research data comes from interviews and document data. Data analysis uses several steps: data collection, data reduction, data presentation and conclusion.

The results of this study indicate that the target of the selected target of young people among students and students, indirectly help them do the promotion is mouth mouth. Bong KopiTown chooses social media Instagram as a way to conduct a broad promotion, but in operation its own account is still less effective, because there are some shortcomings such as venue, lack of entertainment, limitations of limit feature post. However, for the promotional results that have been done raises a considerable positive effect, with the addition of visitors. Furthermore, Bong KopiTown promotional evaluation is done by coordination meeting once every month, it is still less effective because the evaluation is not focused on the overall promotional programs that have been run but only to evaluate the performance of employees.