

**ANALISIS SOCIAL MEDIA MARKETING MELALUI INSTAGRAM
DALAM MENINGKATKAN PENJUALAN PADA PT VALBURY ASIA
FUTURES CABANG YOGYAKARTA**

Putri Aisabela

Abstrak

Penelitian ini dilakukan di PT Valbury Asia Futures Cabang Yogyakarta. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi *Social Media Marketing* Melalui *Instagram* dalam meningkatkan penjualan PT Valbury Asia Futures Cabang Yogyakarta. Metode yang digunakan dalam penelitian ini adalah kuantitatif karena berupa angka-angka dan analisis. Data primer diperoleh melalui pengumpulan kuesioner yang sudah diuji validitas dan reliabilitasnya menurut persepsi pengikut (*followers*) media sosial Instagram @temanvalbury_jogja. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan jumlah sampel sebanyak 80 responden dan analisis data menggunakan *arithmetic mean*. Variabel dalam penelitian berupa variabel *social media marketing* dan menggunakan elemen-elemen *content creation*, *content sharing*, *connecting* dan *community buildin*. Hasil pengolahan data menggunakan *arithmetic mean* pada indikator *content creation* memperoleh nilai hitung sebesar 3,28 (S), indikator *content sharing* sebesar 2,67 (TS), indikator *connecting* sebesar 2,75 (S), dan indikator *community bilding* sebesar 1,8 (TS). Hasil nilai rata-rata hitung keseluruhan menghasilkan sebesar 2,62 (TS).

Kata Kunci: *Social Media Marketing, Instagram*

 13/10 '23

**AN ANALYSIS OF SOCIAL MEDIA MARKETING THROUGH
INSTAGRAM IN INCREASING SALES AT PT VALBURY ASIA FUTURES
YOGYAKARTA BRANCH**

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Abstract

This research was conducted at PT Valbury Asia Futures Yogyakarta Branch. The purpose of this study was to determine how the Social Media Marketing strategy through Instagram in increasing sales of PT Valbury Asia Futures Yogyakarta Branch. The method used in this research is quantitative because it is in the form of numbers and analysis. Primary data is obtained through the collection of questionnaires that have been tested for validity and reliability according to the perceptions of Instagram social media followers @temanvalbury_jogja. The sampling technique used nonprobability sampling with a sample size of 80 respondents and data analysis using arithmetic mean. The variables in the study are social media marketing variables and use elements of content creation, content sharing, connecting and community building. The results of data processing using the arithmetic mean on the content creation indicator obtained a calculated value of 3.28 (S), a content sharing indicator of 2.67 (TS), a connecting indicator of 2.75 (S), and a community building indicator of 1.8 (TS). The overall calculated average value results in 2.62 (TS).

Keywords: *Social Media Marketing, Instagram*