

## ABSTRACT

*ANCAS Magazine The Covid-19 pandemic, which has been going on for almost 2 years, has increasingly encouraged the use of internet-based information technology for business activities. This was also used by one of the Panginyongan magazines in Purwokerto to share their activities, namely ANCAS. ANCAS Magazine is a media created as an effort to participate in preserving (preserving) Banyumasan culture. ANCAS Magazine has been published by the Carablaka Foundation, Banyumas Regency, Central Java since April 1, 2010. Currently, ANCAS has shortcomings in implementing promotional strategies. The current promotion strategy is only through Instagram social media. The type of approach that the author uses is descriptive qualitative. Research data collection was carried out with primary data in the form of interviews and observations, while secondary data was obtained through literature study. The method in this design uses observation, interviews, and SWOT analysis methods. This promotional strategy through Instagram media is expected to be able to have a positive impact and maximum results on ANCAS magazine with a strategy for setting the theme for each Instagram post. And the delivery of information and promotions carried out through the supporting media that have been determined.*

**Keywords:** Magazine, ANCAS Magazine, Promotion