

## **ABSTRACT**

*Trust Property is a property company that has been operating in Bekasi since 01 February 2020. This company is located on Jalan. BKKBN KAV.4 No. 3 Mustika Jaya. The company is a company engaged in the property sector. Promotions carried out by Trust Property are less broad in scope or there are still some target audiences who do not know about the existence of Trust Property. Apart from that, until now the marketing of Trust Property in Bekasi is more dominantly done offline. Meanwhile, online marketing has not met the desired target. How to use Instagram as a media promotion for Trust Property, to find out the use of Instagram media as a promotional tool for Trust Property. By collecting data by means of open interviews, direct field observations and literature studies as well as conducting SWOT and USP analyzes with the aim of solving problems. The content that will be created aims to promote Trust Property housing.*

*Keywords : Media Promotion and Instagram*