**ABSTRACT**

**Calvin / 65150373 / 2019 /** ***The strategy of Warung Wagyu Fat Boys in Forming a Positive Image through Photo and Video Publications on Instagram* / *Advisor*: Rizal Yussac, Sos., M.Si.**

*Digital marketing is a new form of business in marketing products and services and building communication with consumers through digital media. The use of social media is not only used by individuals - private individuals but social media is also used by a company, organization and business actors for the purposes of branding, promotion and communication.*

*In running a business publication becomes an important part in the progress to run a business. For business people, image is a very important milestone in achieving positive values ​​from the public. With Instagram that can be used as a means of publication to spread messages, Instagram can also be used to form a positive image through publications that contain messages and information through the form of photos and videos. But some of the business actors do not realize that forming a positive image is important in running a business on Instagram. Therefore, researchers want to find out how to form a positive image strategy through the publication of photos and videos on Instagram on Warung Wagyu Fat Boys*

*This study discusses strategies for forming a positive image through the publication of photos and videos on Instagram Warung Wagyu Fat Boys. In this study, researchers used positive image formation concepts there are 4 indicators namely stimulus, cognition, motivation and response*

*This research uses a qualitative research design with descriptive type of data collected in the form of interview words, field notes, photos, videos, personal documents, notes and other official documents. Primary data in this study are the results of interviews with informants. Researchers by collecting data in a structured interview technique conducted with informants to collect data. The validity of this study was obtained from source triangulation. The data analysis technique in this study uses the Miles & Hubberman analysis technique consisting of data reduction, data presentation, drawing conclusions.*

*The results of this study, researchers know the process of forming a positive image strategy through the publication of photos and videos on Instagram which is divided into 4 indicators, namely forming perceptions, cognition, consumer motivation Warung Wagyu Fat Boy and knowing consumer attitudes.*

*This study concludes that in the strategy of forming a positive image through the publication of photos and videos on Instagram at Warung Wagyu Fat Boys there are 4 indicators in the formation of a positive image that is forming perception, cognition, motivation and consumer attitudes.*

*Keyword: Positive Image, Publications, Photos & videos, Instagram*