

## **ABSTRACT**

*PT Pertamina Patra Niaga uses the Instagram social media as an intermediary medium in presenting information about the energy business chain it runs. The aim of this research is to find out the activities of managing Instagram social media accounts @ptpertainapatraniaga as an information media. The research uses the concept of The Circullar Model Of SOME by Lutrell (2015) which consists of four aspects, that is Share, Optimize, Manage and Engage as a reference in the research conducted. This research uses qualitative methods with a constructivism approach. Through the results of the research conducted, it is presented at points in each aspect starting from the points of participate, connect and build trust on the share aspect, then through the points of listening & learning and taking part in authentic conversations on the optimize aspect, then through the points of media monitoring, quick response and real-time interactions on the managing aspect as well as influencer relation points, where is the audience and how do I reach them on the engage aspect. Through the research results obtained, it is expected that the managing of Instagram social media accounts can maximize the use of features and tools in social media management.*

*Keywords: PT Pertamina Patra Niaga, Instagram, Social Media, Social Media Management, Information Media*