

ABSTRACT

Karya Bhakti Pratiwi Hospital has utilized social media, especially Instagram as a medium to disseminate information about health and hospital services. The aim of this research is to determine the strategy for managing Instagram at Karya Bhakti Pratiwi Hospital. The method used is qualitative by referring to the concept of The Circular Model of SOME by Lutrell (2015), which includes four main aspects, namely Share, Optimize, Manage, and Engage and theory Paramitha (2011). From the research results, Karya Bhakti Pratiwi Hospital uses Instagram as a medium for disseminating information by uploading doctor's schedule content and educational content in the Share aspect. In the aspect of Optimizing Karya Bhakti Pratiwi Hospital, we routinely upload content to Instagram feeds and reels and respond to comments from the public. In the Manage aspect, I monitor Karya Bhakti Pratiwi Hospital via Google Business and have not been fully involved directly with Instagram social media in this process. In the Engage aspect, the target audience is the general public from various age groups. From the results of this research, it is recommended that Instagram managers at Karya Bhakti Pratiwi Hospital maximize the use of Instagram features and tools in managing Instagram at Karya Bhakti Pratiwi Hospital.

Keywords *Instagram, Information Dissemination, Karya Bhakti Pratiwi Hospital, Management, Social Media*