

ABSTRACT

Rapid technological development in Indonesia has made people more open to new media. For example, the large number of Instagram users. With its large number of users, Instagram opens opportunities for its users to build interactions between each other. This interactions between fellow users are built through the content that is created and uploaded. The aim of this research is to find out the content management conducted by @biasalahanakmuda in building engagement. Researchers used New Media theory and supported by The Circular Model of SoMe proposed by Regina Luttrell that was used to examine 4 stages in managing content on social media, namely, 1) Share; 2) Optimize; 3) Manage; and 4) Engage. At the share stage, users must know the purpose of using social media and segment audiences to find out how to communicate effectively. At the optimize stage, users must optimize the features of a social media platform. At the manage stage, users conduct social listening and monitoring to measure their performance. Then at the engage stage how users utilize all available resources to participate and achieve high engagement.

Keywords: *Content Management, New Media, Instagram, Engagement.*