

ABSTRACT

PT. Greedy Dust utilizes social media as a channel to carry out strategic communication. In this case, Public Relations PT. Greedy Dust manages Instagram social media PT. Greedy Dust. This study aims to determine the strategies in managing PT. Greedy Dust. This research uses the theory of social media management by Paramitha (2011). This study used descriptive qualitative method where data collection was based on observations, interviews, and documentation. The results showed that the strategy of managing Instagram social media PT. Greedy Dust, namely: 1. Planning to determine the target audience, social media selection and content planning, 2. Implementation of content on Instagram supported by grammar planning and messages in captions, as well as managing interactions through Instagram stories, 3. Optimization to improve the performance of Instagram social media management through monitoring activities, the use of SEO and the use of analytical tools. In this management, there are inhibiting factors and supporting factors. The inhibiting factor is limited human resources. Meanwhile, the supporting factor is the availability of facilities and infrastructure that support the management of social media intagram by Public Relations.

Keywords: media social instagram, strategy manage social media