

ABSTRACT

The content of social media was crucial by the time, because the purpose of someone making a social media account was to share information of self-uploaded content. Instagram had its own advantages in sharing audiovisual content in Feeds. Humas & Protokoler Division of PT Pegadaian (Persero) Kantor Wilayah X Bandung used Instagram @pegadaiankanwilbandung to interact with audiences. Researcher aimed to find out company's content management of the company public relations media @pegadaiankanwilbandung to build the company's image and face the online auction fraud phenomenon as a case that is causing problems. Research's object was social media content management of corporate Instagram @pegadaiankanwilbandung. Research used qualitative method with case-study approach. Research's data collection technique: in-depth interviews, observations, and documents. This research concluded: 1.Content's production flow was divided externally and internally; @pegadaiankanwilbandung's contents categorized as Product & Promotional, Event, CSR, and Public Relations; The clarification was uploaded as PR content regularly to explain issue of Pegadaian fake auctions in Instagram; the content uploading was prioritized in morning. 2.Language structures used non-standardized style mostly. 3.Company slogans, nicknames, and color-themes in content were intended to convey the implicit meanings to audience. 4.@pegadaiankanwilbandung targeted the upper-class millennials-gen Z that familiar with social media; audience interaction style was adapted with whom the content's target audience; internal research was conducted to find out what content audience interests.

Keywords: *Content management, Social media, Instagram, Corporation, Case study*