

ABSTRACT

Instagram Social Media Management Strategies In Building The Brand Image of Kampung Inggris Bandung EPLC

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*In the realm of PR, social media is commonly referred to as digital public relations media, which is one of the modern communication tools to access all kinds of information. One of the educational institutions that actively uses social media is Kampung Inggris Bandung EPLC. The role of PR practitioners is needed to build a brand image through informative and exciting social media management. This research uses a qualitative approach with a case study method on social media @Kampunginggrisbdg. The data collection techniques are observation, interviews, and documentation studies. This study indicates that Kampung English Bandung EPLC has two forms of strategies used in managing Instagram social media. The first is a general strategy, which includes a planning strategy to determine the target audience and the selection of social media so that content planning can be adapted to these two aspects. Implementation of content on Instagram feeds by paying attention to grammar and messages in captions and implementing interactions through Instagram stories. Then, optimization to improve the performance of social media management through monitoring activities, the use of SEO, and the use of analytical tools. Second, a particular strategy that focuses on developing social media trends, namely, using the one-day one post strategy, speed, accuracy, sharing, and recommendations. Using this management strategy certainly has a positive impact on building a unique and strong brand image through the social media activities of Kampung Inggris Bandung EPLC. **Word Order : Social Media Management Strategy, Instagram Kampung Inggris Bandung EPLC, Brand Image***