

## **ABSTRACT**

*The presence of social media in the midst of people's lives refers to companies adapting to the digital world. Companies in Indonesia that use Instagram as a marketing communication tool are MNC Group, which includes the MNC Newsroom unit. MNC Newsroom should be able to optimize the use of Instagram in order to compete in the midst of many competitors. This study aims to analyze the use of Instagram as a marketing communication tool for MNC Newsroom. It was conducted using descriptive qualitative methods and collecting data through in-depth interviews with the section head of the social media division of the MNC Group holding, MNC Group's social media division staff, and practitioners of marketing communications, observation, and documentation. This research uses the theoretical basis of the basic concepts of digital marketing which includes traffic, conversion, and engagement. The result of this research is that MNC Newsroom packs interesting content and maximizes existing features on Instagram to disseminate uploads and get traffic or visitors. After getting traffic, MNC Newsroom packages interactive content with the audience in converting traffic into loyal customers. In building good engagement, MNC Newsroom opens discussion forums and replies to audience comments. The conclusion of this research is that MNC Newsroom has been optimal in digitizing marketing communication activities through Instagram, but it is necessary to continue to innovate in content design by adjusting the development of the increasingly rapid online media industry.*

**Keywords:** *Digital Marketing Communication, Social Media, Instagram, MNC Newsroom.*