

## ABSTRAK

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*PT. Telekomunikasi Indonesia (Telkom) is a State-Owned Company (BUMN) which was founded in 1965. Currently PT. Telkom Indonesia is engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. PT. Telkom Indonesia has various witel (Telkom area) and datel (Telkom area) spread throughout Indonesia and one of them is PT. Telkom Witel Bogor.*

*PT. Telkom Witel Bogor is divided into several units and one of them is the Home Service unit or abbreviated as HS. HS is a unit engaged in the promotion and installation of Indihome and Telkomsel Orbit products. Telkom Group's business activities grow and change along with the development of technology, information and digitalization. Indihome is one of the flagship products of the Telkom Group which is engaged in the Internet Home Service and has become an icon of the Telkom Company.*

*Instagram content creation Home Service division PT. Telkom Witel Bogor is made in an innovative and creative way. Not only in the form of text but also in the form of articles, videos and commemorations of important days, with social media the Home Service division of PT. Telkom Witel Bogor not only uses it to interact, but also uses it to see business opportunities through insight and increase sales.*

*The number of posters made by the author is 111, for each month the posters made by the author increase by around 37.50%. On Instagram IndiHome the number of likes each month has increased by around 49.22% and the number of comments has increased by around 23.55%. On Instagram Telkomsel Orbit the number of likes each month increases by around 1.11% and comments do not increase each month.*