

ABSTRACT

This research was conducted to examine the management of the Indihome Telkom Tangerang Instagram account by the digital marketing team. In this context, online media and the Instagram social media platform are considered effective tools to achieve this goal, as they can be reached by users or loyal customers of Indihome Telkom Tangerang. In this study, the researcher will employ a qualitative approach by conducting direct observations. Additionally, the researcher will conduct interviews with members of the digital marketing team to obtain more detailed information about the strategies and tactics they use. The research method applied in this study is a qualitative-based approach. The data collection process in this study is carried out through interviews and observations. This research is based on the concept of the four-step public relations process according to the Cutlip Theory, known as the four-step public relations model, which includes steps such as information gathering, planning, execution, and evaluation. The focus of this study will be directed towards the analysis of the management of the Indihome Telkom Tangerang Instagram account, including the strategies and tactics implemented by the digital marketing and public relation team to build a positive reputation through social media. The research will also encompass an analysis of feedback or responses provided by users or loyal customers to assess whether effective management can contribute to a positive company reputation. It is expected that this research will yield valuable information about managing the Instagram social media platform as a tool for building company reputation. The results of this research can also serve as a reference for other companies seeking to use online media and social media as tools to build their reputation in the eyes of the public.

Keywords : *instagram, public relation, reputation, social media*