

ABSTRACT

PORTA By the Ambarrukmo Hotel uses social media Instagram as the most effective medium for disseminating information related to their hotel. The purpose of the researcher is to find out about content planning and content management on the Instagram @porta_hotel social media account. This research uses a qualitative descriptive research method and a qualitative type approach. The collection of research data was obtained by means of interviews, observation, and literature study. The collection of data obtained from interviews was carried out using two key informants, one expert informant, and one supporting informant. Researchers use the theory of Regina Luttrell (2015), namely Share, Optimize, Manage), and Engage to find out the management of content on social media Instagram @porta_hotel, and use the concept of Zimmerman and Sahlin (2010), namely setting goals, setting measurable goals, identifying target markets (audience), making cost estimates, and designing return on investment (ROI). The results of the study show that PORTA in planning content design is always consistent with the theme or concept used so that the content presented is in accordance with the selected target audience. In managing content on social media Instagram @porta_hotel it is known that content is uploaded based on a predetermined schedule and has conditions based on content planning and has PORTA characteristics.

Keywords: Instagram, Content Management, Content Planning, PORTA by The Ambarrukmo Hotel.