

ABSTRACT

As a company that has a focus on developing and managing property and technology, PT Graha Sarana Duta (TELKOM PROPERTY) uses social media as a publication tool regarding the company's online publication. Especially on the Instagram platform @telkomproperty that presents a wide range of content about the company through a millennial approach, that is with relatable and informative content material for its audience. This is done through content management by TELKOM PROPERTY with the company's social media handling partner, LINIKINI. Content management is done to provide quality and useful content so that publications on @telkomproperty can attract audiences and clients to use TELKOM PROPERTY for their needs. This study aims to analyze the content management conducted by TELKOM PROPERTY on the company's Instagram as a public relations strategy and to find out the planning and utilization of Instagram @telkomproperty. The method used is qualitative descriptive with a constructivist paradigm. Data collection is done with interviews and document studies. Research results show that Instagram Content Management conducted by TELKOM PROPERTY's Corporate Communication Team in the introduction of corporate products referring to Share, Optimize, Manage, Engage aspects is effective in improving the management and delivery of messages to audiences.

Keywords: Content Management, Instagram Utilization, Public Relations Strategy