

ABSTRACT

Pertamina Call Center uses Instagram social media as a means to provide information regarding Pertamina's call center services to customers. The aim of this research is to analyze the content management process carried out by the Creative Content Pertamina Call Center team on the Instagram social media account @pertamina.135. The concept used in this research is The Circular Model of SoMe for Social Communication from Regina Lutrell (2015), which includes four components, namely Share, Optimize, Manage, and Engage to analyze content management on the Instagram account @pertamina.135. This research uses a case study method with a qualitative approach. Data collection in this research was carried out by interviews, observation and document study. In the data collection process, researchers conducted interviews with the Pertamina Call Center Creative Content team leader (key informant), Senior Social Media Specialist (expert informant), and Pertamina customers and followers of the Instagram account @pertamina.135 (supporting informant). The results of this research show that Pertamina Call Center carries out content management through four (4) stages, namely planning, optimization, management and involvement. The target audience for the Instagram account @pertamina.135 is men aged 24-34 years as measured based on data from the professional Instagram dashboard @Instagram.135. Content is published by the Creative Content Team regularly every day by referring to the content calendar and editorial plan. The uniqueness of this type of content is that it uses a soft-selling strategy by inserting product knowledge so that it can influence and educate the audience regarding Pertamina Call Center services.

Keywords: *Instagram, Social media, Content management, Pertamina Call Center*