

ABSTRACT

Social media management and public relations activities now play a crucial role in disseminating company information and communications in the digital era. PT Wijaya Karya Beton Tbk (WIKABETON), which operates in the construction and infrastructure sector, is one of the few companies operating in the B2B precast concrete line that adopts educational and solution content through social media platforms such as Instagram. Although the company shows a commitment to providing useful content and has good Instagram visuals, the main challenge it faces is increasing audience engagement on social media. This research will examine how WIKABETON can optimize its social media management to strengthen engagement and expand the impact of their communications. This research aims to find out how Instagram social media is managed by PT Wijaya Karya Beton Tbk. This research uses descriptive qualitative methods. The data in this research was collected through interviews, observation and documentation. This research has interviewed four informants, consisting of one expert informant, one supporting informant, and two key informants. The data analysis process in this research refers to the concept of social media management according to Safko 2009 which has three stages, namely Planning, Activation and Optimization. The results of this research state that the management of PT Wijaya Karya Beton Tbk's Instagram public relations social media has been carried out systematically in stages and is efficient in maximizing the company's resources to meet company goals.

Keywords: *Instagram, PT Wijaya Karya Beton Tbk ,public relations, social media management*