

## **ABSTRACT**

Marketing through social media has become one of the dominant approaches in a company's marketing strategy in the digital era. One of the platforms that is the main focus of marketing is Instagram, which offers a variety of features to reach the target market in a creative and interactive way. This study aims to investigate the implementation of marketing on Instagram social media, by paying attention to the strategies used by companies and the challenges faced in optimizing this platform for marketing purposes. This research method involves surveys and secondary data analysis from various companies that actively use Instagram as one of their primary marketing channels. The findings show that many companies have adopted diverse approaches to Instagram marketing, including engaging visual content, collaborations with influencers, and the use of features like Instagram Stories.?? However, there are also a number of challenges faced in implementing marketing on Instagram. One of them is the increasingly fierce competition on this platform, requiring extra effort to differentiate yourself from competitors. In addition, constantly changing algorithms and changes in privacy policies are often obstacles for companies in reaching their audience effectively. This research provides in-depth insights into effective marketing practices on Instagram as well as the challenges faced by companies. The practical implications of the study include the importance of adaptability in marketing strategies, as well as the need for a deep understanding of user behavior and platform dynamics to achieve success in marketing through Instagram.