

ABSTRACT

The growing digital era requires every company to be able to actively utilize social media in disseminating information about its products. PT Finnet Indonesia also uses social media Instagram to build brand awareness and disseminate information related to fintech products and industry. The purpose of this study is to find out the strategies used by Finpay's social media team in managing Instagram content @finpaypromo. This research was analyzed using *The Circular Model of SoMe* by Lutrell (2022) and a supporting concept, namely Public Relations Strategy by Cutlip & Center (2013). This research uses a qualitative approach with a descriptive type. Data collection techniques are carried out through interviews, observation and documentation studies. The results showed that Instagram content management strategies @finpaypromo be carried out by checking content performance, *trend research*, competitor analysis to find out potential content and in accordance with audience preferences. Finpay also has a *content pillar* that is useful as a guide in producing content, *content plan* or *editorial plan*, as well as a *posting timeline* that is useful in the production process and content posting plan. In addition, Finpay is also developing an engagement strategy with the audience through content that focuses more on *copy* and *Call to Action*.

Keywords: *brand Finpay, content management strategy, content pillar, fintech, instagram, social media.*