

ABSTRACT

This research reviews the Public Relations strategy with the title "Instagram Management Strategy in Company Development." PT. BGR Logistik Indonesia implements public relations strategies for company development. This study uses a qualitative approach with a constructivist method, gathering data through interviews. The concept of this Public Relations Strategy shows that PT. BGR Logistik Indonesia implements both strategies for company development. This research analyzes the Instagram management strategy of PT. BGR Logistik Indonesia in company development through four main stages. First, Fact Finding includes gathering relevant information and researching trends, such as SEO, as well as cross-checking with related teams to ensure the relevance of the information. Second, Planning involves comprehensive planning from strategy to budgeting to ensure the effectiveness of communication. Third, Action and Communication is the execution of the plan, involving coordination between divisions to avoid miscommunication. Finally, Evaluation includes assessing the effectiveness of the program and continuous improvements based on feedback to enhance customer satisfaction and the results of company development.

Keyword: Corporate, Public Relations