

## **ABSTRACT**

*Vicco Java Heritage is less active in utilizing its Instagram social media marketing. The content that has been uploaded is less informative and interactive. This is because the manager of Instagram social media marketing from Vicco Java Heritage does not implement several dimensions of social media marketing properly. The social media marketing dimensions in question are Context, Communication, Collaboration, and Connection. In each dimension, managers also need to implement social media marketing dimensions in accordance with existing indicators so that the implementation of social media marketing dimensions is successful. This study aims to determine the implementation of (1) context (2) communication, (3) collaboration, (4) connection on the Instagram account @viccostore\_official in 2024 with qualitative research through observation, interviews, and documentation. The results of this study found that the implementation of (1) context through product-focused content, (2) communication through to the point answers with simple language, (3) collaboration through collaboration with major exhibitions, JFC (Jember Fashion Carnival) and Jember Regional Government, (4) connection through the use of Instagram and Eid promotion. The author hopes that for future research, Puslitkoka will utilize interactive and communicative content to attract customers and increase product brand awareness.*

**Keywords:** *Dimensions of Social Media Marketing; Instagram*