

ABSTRACT

The development of social media is currently very fast based on data from Napoleon Cat, there are 116.16 million Instagram users in Indonesia until August 2023, an increase of 6.54% compared to the previous month which recorded 109.03 million users. Realizing this huge potential, many companies, including Indibiz PT Telkom Witel Bogor, adopt marketing strategies through Instagram Ads by mapping the appropriate segmenting, targeting, positioning to achieve the desired target. This research aims to explore the implementation of Instagram Ads design in the context of Indibiz PT Telkom Witel Bogor in 2024.

The research method used is a descriptive qualitative approach, this research emphasizes in-depth analysis of available empirical data. Data collection is carried out through various in-depth interview techniques, direct observation, and review of related documents, so that the data obtained can provide more insight into the object of research.

The results of this study indicate that the implementation of Instagram Ads design based on the results of segmenting, targeting, positioning mapping has succeeded in increasing the effectiveness of digital marketing campaigns, by targeting a more targeted and relevant audience, this campaign not only increases the level of engagement, but also drives more significant results in achieving the desired marketing goals..

Keywords: Segmenting, Targeting, Positioning, Instagram Ads