

ABSTRACT

Putri Hijabfluencer West Java is one of the largest Muslim beauty pageants in West Java which was founded in 2020 and is currently the leader of Muslim pageants on the island of Java. The purpose of this study is to determine the effectiveness account of @Putrihijab_jawabarat which is analyzed through Instagram social media in managing its content and building interactions to create credibility. This research uses a qualitative approach with a case study method on the @Putrihijab_jawabarat Instagram account. This research was conducted with reference to the theory of The Circular Model of Some (Regina Luttrell, 2004), with four sub-analyses namely, Share, Optimize, Manage, and Engage. The conclusion of this research is that content management is carried out by utilizing Instagram features such as ads, stories, live, and collaboration features. However, in applying the Manage concept, @Putrihijab_jawabarat has not implemented measurable management with regular media monitoring. This research contributes to an understanding of content management on Instagram social media in maintaining brand awareness.

Keywords: *Beauty Pageant, Instagram, Social Media Contents, @Putrihijab_jawabarat*