

ABSTRACT

The development of social media and marketplaces has encouraged ease in transactions and increased the need for logistics services. PT Pos Indonesia, as a state-owned logistics company that has been established since 1746, has an important role in the process of delivering goods. In maintaining its existence, PT Pos Indonesia relies on Public Relations to communicate Corporate Social Responsibility (CSR) programs to the public. This study aims to analyze the management of Instagram social media as a CSR communication medium for PT Pos Indonesia. The research focus is on the content related to CSR programs uploaded on the @posindonesia.ig Instagram account, such as environmental and social care programs. This study uses a qualitative approach with content analysis methods to understand how PT Pos Indonesia utilizes Instagram to convey information and build interaction with the public regarding CSR activities. The results of the study indicate that PT Pos Indonesia actively utilizes Instagram to communicate various CSR programs, such as online zakat, national letter writing competitions, prize-winning riddles, and social assistance. Instagram has become the company's main platform for interacting with the public, building a positive image, and increasing engagement. This study also highlights the importance of effective communication strategies, including choosing the right message, using attractive visuals, and responsive interaction with the audience. The results of the study are expected to provide insights into the effectiveness of Instagram social media as a CSR communication tool, as well as its implications for the company's image and sustainability.

Keywords: *PT Pos Indonesia, Public Relations, Corporate Social Responsibility, social media, Instagram*