

ABSTRACT

This study analyzes the management of Instagram social media by Mako by Seris among consumers. Mako by Seris is a local skincare brand that utilizes Instagram as its main marketing platform. This study uses a qualitative descriptive method with an approach based on the theory of Cutlip, Center, and Broom, covering four main stages: fact finding, planning, communication, and evaluation. Data were collected through interviews, observations, and social media content analysis. The results of the study show that structured social media management, interaction with followers, and consistent visual content strategies contribute significantly to increasing the presence and appeal of Mako by Seris. In addition, the use of Instagram features such as Stories and Reels, as well as audience engagement through testimonials and reviews, strengthen the brand's relationship with consumers. The strategies implemented have succeeded in attracting attention and increasing consumer loyalty. This study provides recommendations for other local brands to maximize the potential of social media as an effective marketing and communication tool in the digital era.

Keywords: *Instagram, Mako by Seris, Social media*