ABSTRACT

The brand community on Instagram aims to enhance brand image through educational, interactive, and relevant content for audiences with shared interests. This study examines the Instagram content strategy implemented by the brand community @digistarclub using The Circular Models of SOME. The research aims to provide insights into the Instagram content strategy of @digistarclub based on The Circular Models of SOME.This study employs a descriptive qualitative research method with a phenomenological approach through an interpretative research paradigm. The results reveal that Digistarclub's Instagram content strategy utilizes the aspects of Share, Optimize, Manage, and Engage. In the "Share" aspect, Digistarclub shares interactive, educational, and informative content targeted at its audience and collaborates to build trust and connections. The "Optimize" stage highlights Digistarclub's optimization of Instagram features to interact with the audience based on their needs. The "Manage" stage shows that Digistarclub leverages Instagram features to enhance content performance effectiveness, experiments with posting times, responds quickly, and engages in live interactions. The "Engage" stage demonstrates that Digistarclub fosters engagement by creating content with calls-to-action and appealing visuals to invite audience participation. Digistarclub fulfills the elements of a brand community, namely consciousness of kind, shared rituals and traditions, consumer interactions, and moral responsibility. Additionally, Digistarclub adheres to the elements of content strategy, including defining the goals, identifying the audience, and auditing content while analyzing results.

Keywords: *Brand Community, Content Strategy, Social Media, Instagram.*