

ABSTRACT

PT TWC strives to build a positive corporate image through Corporate Social Responsibility (CSR) programs. These CSR activities need both offline and online publication to gain public attention, which helps foster a positive image over time. PT TWC uses Instagram as a platform to promote its CSR programs, including the InJourney Hospitality House initiative. However, digital marketing efforts have declined and need optimization. A social media campaign was designed as a solution to improve promotion, particularly for the 2024 InJourney Hospitality House batch 4 program. The customer journey concept was applied to enhance audience experience and information delivery. Data collection methods included interviews, documentation, observation, research and literature study. The concepts and theories used include digital marketing communication, social media, social media campaigns, customer journey, four pillars of social media strategy, and production stages. Nine content pieces were produced, contributing to increased insight reach and impressions—benefiting account optimization. Each content item served a specific role and purpose.

Keywords: *customer journey, social media, instagram, corporate social responsibility.*