

ABSTRACT

Globally, according to wearesocial.com, internet users are growing rapidly in 2021. Indonesia is a country that cannot be separated from the internet, because with the internet accessing anything we want can be more effective and efficient. PT. Telkom Indonesia is one of the largest telecommunications service companies that serves fixed home, PTSN (telephone network), Indihome, Speedy, Usee TV, and Halo card bundling packages. One of PT.Telkom Indonesia's mainstay products is IndiHome (Indonesia Digital Home), which is a digital service that uses fiber optic technology, so that data transmission and access can be carried out with optimal speed. To achieve the company's goals, then one way PT. Telkom Indonesia markets and introduces its products using social media marketing. One form of social media marketing used by PT. Telkom Indonesia is through Instagram.

This study aims to identify and understand the implementation of social media marketing strategies through Instagram by PT. Telkom Indonesia STO Ujungberung in 2021. The research method uses a qualitative method with a descriptive approach. Data collection techniques using interviews, observation, documentation and triangulation. The analysis was conducted by seeking information from informants using interviews, observations and company documentation. Then the data obtained were analyzed for validity using triangulation data collection techniques by comparing the answers from the informants, combining answers and drawing conclusions from the answers of the informants.

The results of the study revealed that PT. Telkom Indonesia STO Ujungberung (Persero) has carried out marketing activities using Instagram social media but in the context strategy the uploaded content has not been able to answer follower questions and is not complete, the communication strategy has not maximized the existing Instagram features to communicate with followers , does not communicate often and does not encourage followers to communicate with admins, the collaboration strategy provides a slow response and has not grown a sense of loyalty to the products used and the connection strategy has been carried out well only the information provided is incomplete

Keywords: Social Media Marketing, context, communication, collaboration, connection PT. Telkom Indonesia