

## **ABSTRACT**

*The growth rate of internet and social media users in Indonesia is growing very rapidly, especially for Instagram users who are currently ranked fourth as social media with the most users. Instagram is one of the media used by Telkom Regional IV as a medium of communication and company information, with the position of Telkom Regional IV as the head office of telecommunications companies in Central Java province. So, in this study, we will discuss the analysis of the use of social media Instagram @kerisdigdayatelkom as a medium of communication and information for Telkom regional IV. The purpose of this study is to analyze and determine the use of social media Instagram @kerisdigdayatelkom as a medium of communication and information for Telkom regional IV by using the Media Richness Theory which includes information immediacy, diversity, language variations and personal sources. This research is a descriptive method with a qualitative approach and uses data through non-participant observation, interviews, and documentation. The findings from the results of this study, it was found that Instagram @kerisdigdayatelkom made good use of it as a medium of communication and information in accordance with the four criteria of media wealth theory, although it is still necessary to develop and manage Instagram better in the future.*

**Keywords:** *Instagram, Media Richness , Telkom regional IV*