

ABSTRACT

This study aims to determine how the Instagram corporate communication unit management of PT. Realfood Winta Asia in creating a positive image. This study uses a qualitative approach with a constructivist paradigm with qualitative descriptive. Data collection techniques used in-depth interviews related to research titles, exploration and literature studies. This study uses the theory according to Cutlip, Center and Broom (2006,320) which is a public relations process that is always related to research and ends in evaluation by defining the problem (Fact Finding), Planning and programming (Planning), taking action and communicating (Implementation). , and evaluate the program. Based on Instagram management research conducted by corporate communication PT. Realfood Winta Asia, namely: (1) The corporate communication division has the responsibility to conduct research before creating Instagram content. (2) The corporate communication division has a content team as well as a social media admin to make plans. (3) Carry out the publication of content that has been approved by the head of the corporate communication division and carry out monitoring. (4) Evaluation of monitoring results as a measure of success in managing Instagram. The conclusion of this research is PT. Realfood Winta Asia uses Instagram as a medium to create a positive company image that provides information widely, both in terms of customers and the general public. The selection of Instagram is considered very helpful and makes it easier for customers and the public to find information related to company activities or the latest news.

Keywords: Corporate Communication, Management Instagram, Positive Image