

Abstract

This study aims to determine how much influence Instagram social media management has on the iBox Indonesia brand image through the quantitative method and using independent variables with four indicators: share, optimize, manage, and engage. The results of the study show that social media management is in the "very good" category. Of the four indicators studied, the share indicator is the highest with a percentage of 94%, indicating a high rate of content reposts from iBox Indonesia by respondents. This indicates that iBox Indonesia has succeeded well in promoting its content through the share feature in social media management. The conclusion of this study is that iBox Indonesia has managed its social media effectively, especially in terms of using the share feature to promote content. Therefore it can be concluded that the management of social media is very influential on the development of brand image. With very good social media management will produce a very good brand image as well.

Keywords : *Sosial media management, Brand Image, iBox Indonesia's Instagram.*