

## **ABSTRACT**

*The COVID-19 pandemic has brought significant impacts to many countries, including Indonesia. In facing these challenges, Bantoo.id, a foundation that provides social assistance, utilizes Instagram as a tool for integrated marketing to attract donors. This research aims to analyze and identify Bantoo.id's integrated marketing strategies on Instagram. The research methodology employs a qualitative descriptive approach, conducting a case study involving operators of Bantoo.id's social media accounts, with a sample of 5 individuals. Data collection is carried out through observation, documentation, and interviews. The collected data is then analyzed to understand the implementation of integrated marketing strategies and the challenges faced in attracting donors. The research findings indicate that Instagram is an effective medium for Bantoo.id in communicating integrated marketing messages during the COVID-19 pandemic. Relevant content related to the pandemic situation, creative use of visual content, and active interaction with donors have helped increase interest and participation. However, there are several challenges, such as social restrictions limiting opportunities for face-to-face interactions. Bantoo.id is recommended to continue innovating in creating engaging and informative content, focusing on concrete efforts, encouraging active donor participation, and continuously monitoring and analyzing marketing campaign performance.*

**Keywords:** *COVID-19 pandemic, integrated marketing, Instagram social media.*