

## **ABSTRACT**

*This research chose the University of Indonesia Hospital because the hospital was named "The most Reputable Academic Medical Center 2023" based on Brand Finance, therefore this research wants to look at the operational model of using communication strategies via Instagram social media in order to create sustainable communication. This research aims to determine the implementation of the Instagram social media strategy in forming corporate sustainability communications at the University of Indonesia Hospital. The unit of analysis in this research refers to Cris Heuer's 4C social media development theory (2011), namely context, communications, collaborations, and connections as well as sub-analysis which refers to sustainable communications (2023), namely goals & strategies, openness, target group, format communication, matrix, stakeholders involvement, language, and continuous communication. This research uses a qualitative approach with data collection methods through informant interviews, observation, and documentation in several documents from the University of Indonesia Hospital. The results in this research are corporate sustainability communications through the Instagram social media strategy.*

*Keyword Communication Strategy, Corporate Sustainable Communication, Instagram Social Media*