

ABSTRACT

The massive use of Instagram as a source of information is utilized by @bukittinggiku.ig. The Instagram account presents information and news about the city of Bukittinggi and West Sumatra, uniquely this account has uniqueness such as the content presented and packaging that raises Minangkabau culture in branding Instagram accounts in the eyes of the public. The purpose of this research is to find out how the management strategy of @bukittinggiku.ig and how to apply Minangkabau culture to Instagram content as a center for current and reliable information. The author uses the concept of The Circular Model of SoMe for Social Communication (Luttrel, 2020). The author uses a descriptive research method with a qualitative approach and data collection techniques through in-depth interviews with seven informants and document studies. The results obtained are the management strategy of @bukittinggiku.ig is to present actual local and national information and news using the Minang language and present food promotion content and tourist attractions in West Sumatra and entertainment content with elements of Minangkabau culture. @bukittinggiku.ig uses Minangkabau culture as an account identity and represents Minangkabau culture in the content.

Keywords: *cultural branding, instagram, Minangkabau culture, social media*