

ABSTRACT

PT Global Inovasi Siber Indonesia specializes in Cyber Security that introduces innovative technological approaches and strategies to address emerging threats and challenges. Involves reorganizing existing practices and methodologies to adapt to evolving threats and effectively protect digital systems, networks and data from cyber threats. PT Global Inovasi Siber Indonesia has products namely Bug Bounty Platform, Automated Security Testing Platform, Ransomware Attack, Simulator, Cyber Security Labs, and Hiring Platform. PT Global Inovasi Siber Indonesia opens a course called Cyber Academy where there is Cyber Security Education and Corporate Training Platform. According to the interview results from informants such as the CEO, COO, and digital marketing director show that social media, especially Instagram, plays an important role in building brand awareness and has a positive impact on customer sales. Although sales do not solely come from Instagram, the platform still plays a role in attracting potential students and expanding the brand's reach. A structured marketing approach, such as the use of educational content and targeted promotions, as well as performance measurement through OKRs (Objectives and Key Results), has helped the company achieve their goals and continue to expand their marketing strategy.

The purpose of this research is to find out the marketing strategy that is suitable and can increase sales of Cyber Academy and analyze the obstacles that occur in carrying out marketing strategies.

The result of the research is that the marketing strategy through Instagram social media that has been carried out so far has affected sales, although there are many platforms from other social media but Instagram can communicate two-way between followers and companies. The content used now is consistent every week there are several contents uploaded.

Keywords: *Marketing Strategy, Marketing, Sales, Social Media, Instagram*