

ABSTRACT

In today's digital era, social media has become an important platform for companies to promote their products and services. The use of social media as one of the digital marketing strategies has become special for companies to do because it can reach a wider audience and increase consumer purchase intention. In the Bobuca brand owned by CV. Fitria itself, the optimization of the role of social media, especially Instagram, is still not optimal, which has an impact on low consumer buying interest. This study aims to identify and analyze the optimization of the use of Instagram social media @bobuca.id.

The research method used is descriptive with a qualitative approach. Data obtained through observation and in-depth interviews with internal company parties. Qualitatively, the research found that the use of interesting content strategies, active interaction with followers, and the use of features on Instagram have succeeded in attracting buying interest. Instagram social media optimization has proven effective in expanding market reach and building closer relationships with consumers. The researcher suggests continuing to observe social media trends and adapting to changes to maintain and attract buying interest.

Keywords: *Optimization, Social Media, Instagram, Promotion, Purchase Intention*