

ABSTRACT

PTCoin Jaya Sentosa is a property marketing services company that has been operating since 2008. The company has dominated the market in Kota Wisata Cibubur and has helped thousands of consumers find suitable properties. Although the company has built a strong reputation as a property marketing services company, the company's official Instagram account, has not generated optimal engagement. Further research needs to be done to identify the factors that cause the lack of engagement and formulate effective strategies to increase brand visibility and credibility on Instagram.

The purpose of this study is to analyze the Instagram marketing strategy of PT Coin Jaya Sentosa. This research aims to understand in depth through a qualitative approach. By using descriptive qualitative methods, researchers are directly involved in collecting data in the field through observation and in-depth interviews.

The results of the study are expected to increase interaction by using the features that already exist on Instagram. They should also fully utilize Instagram to provide, engage followers in discussions, such as Quist, polls, or Q&A.

Keywords: Property Services, Use of Instagram social media, Marketing Strategy