

ABSTRACT

Social media has become a critical marketing tool for companies to build and maintain their brand image, and Instagram, with its visual and interactive features, provides an effective platform for this purpose. The research focuses on understanding how strategic elements such as content creativity, consistency, and user engagement influence PT INTI's brand image. The study employs a quantitative approach, collecting data through a questionnaire distributed to 458 respondents, consisting of Instagram users familiar with the @ptintiofficial account. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS software.

The findings demonstrate that long-term consistency, creative content, and interactive engagement on Instagram positively and significantly enhance PT INTI's brand image. These results highlight the importance of strategic planning and execution in leveraging social media for branding purposes. Recommendations are provided to further optimize PT INTI's Instagram strategy, such as enhancing user interaction, maintaining consistent posting schedules, and utilizing innovative Instagram features. This study contributes to the understanding of social media's role in shaping brand image and offers practical insights for PT INTI and similar organizations aiming to strengthen their branding through Instagram. Future research is encouraged to explore additional variables and employ diverse methodologies to expand the scope of this topic.

Keywords: Social Media Strategy, Instagram, Brand Image, PT INTI (Persero), Digital Marketing.