

ABSTRACT

The use of Instagram social media @lifeatbuma by PT Bukit Makmur Mandiri Utama (BUMA) was considered not optimal as a company's digital communication medium due to inconsistencies in uploading content. Instagram had strategic potential in building a corporate image, especially for B2B companies, as well as strengthening brand identity in the digital era. The @lifeatbuma account was used to support the company's 26th anniversary celebrations and to increase internal audience engagement. Through a work entitled "The Utilization of Instagram Social Media in Increasing the Engagement Rate of @lifeatbuma Accounts at PT Bukit Makmur Mandiri Utama", the author applied a communication strategy approach based on the SOSTAC method (Situation, Objectives, Strategy, Tactics, Action, Control). Data was obtained through field observations, internal company documents, and literature studies. The design results showed that the structured and creative application of the SOSTAC method was able to increase the engagement rate of Instagram @lifeatbuma from 1.55% to 2.14%, particularly through the use of Instagram features and interactive content such as Tanya BUMAners, which involved employee participation.

Keywords: *Social media, Instagram, SOSTAC, Engagement rate, B2B Company*