

ABSTRACT

This internship report is entitled “An overview of Marketing Activities through Instagram Social Media at the Center of excellence Smart City in 2024-2025”. The purpose of this report is to describe and analyze the implementation of digital marketing activities through the Instagram platform conducted by the Center of Excellence Smart City. The internship was carried out over the course of two semesters, during which the author was directly involved in various digital marketing activities, including content creation, posting schedule planning, caption writing, and audience engagement monitoring. This report utilizes a descriptives method with data collection techniques such as observation, interviews, and documentation. The results indicate that Instagram serves as an effective marketing medium in increasing the visibility of COE Smart city’s programs to the public. The content strategies applied are educational, informative, and interactive, allowing the organization to reach a broader audience. Through this internship, the author gained practical experience in the field of digital marketing and developed an understanding of the importance of optimizing social media as a communication and promotional tool in advancing the Smart City concept.

Keywords: Digital Marketing, Social Media, Instagram, Smart City CoE, Content Strategy, Digital Communication.