

ABSTRACT

This study aims to analyze the implementation of content pillars on the Instagram social media account @kunci_hukum in building engagement. The background of this research is based on the high usage of social media, particularly Instagram, as a fast and effective means of communication and information dissemination. This research employs a qualitative approach with a descriptive method and data collection techniques including interviews, observation, and documentation. The concept used is the Four Pillars of Social Media Strategy by Safko & Brake (2009), which includes the pillars of communication, collaboration, education, and entertainment. The results show that the @kunci_hukum account effectively utilizes social media through the development of informative content, engaging visuals, and the delivery of legal messages that are simple and easy to understand. Collaboration strategies with external parties, the use of infographics, video reels, and online webinars further strengthen audience interaction and understanding.

Keywords: Content Pillars, Instagram, Lon Safko and David K. Brake